

ARTICLE 301 CENTRAL BUSINESS DISTRICT POLICIES

CENTRAL BUSINESS DISTRICT LOCATION AND EXTENT

The Detroit Central Business District (CBD) is the downtown area of the City, generally bounded by the Fisher Freeway on the north, the Chrysler Freeway on the east, the Lodge Freeway on the west, and the Detroit River on the south; it also includes the area south of East Jefferson to Orleans on the east, the area south of West Jefferson to Eighth Street on the west, as well as the area west of the Lodge, specifically including the State of Michigan Plaza and Wayne County Community College. Altogether, this area covers 1.35 square miles, or about 860 acres.

CENTRAL BUSINESS DISTRICT FEATURES AND IMPORTANCE

The Detroit Central Business District serves all of southeast Michigan and it is both historically and functionally the heart of the Detroit metropolitan area. The Central Business District is the seat of government for the County of Wayne and the City of Detroit as well as headquarters for U. S. government and State government in Southeast Michigan. It is headquarters for the Southeast Michigan Council of Governments and other regionally-focused agencies. Downtown Detroit is also a judicial center with more than 120 judges, magistrates, and referees presiding in County, State, and Federal Court facilities.

Downtown Detroit has the densest concentration of office space in the State with about 17 million square feet occupied. Headquarters of Michigan's largest banking and financial institutions are housed in the Central Business District as are the headquarters of Michigan's major daily newspapers.

The civic spirit of Detroit is symbolized by the Central Business District and it provides the primary urban image of the City and of the region to residents and visitors alike. Downtown is a "gateway" to Detroit. Physically, it is linked by radiating freeways and streets to the region and by tunnel to Windsor, Ontario, Canada. Functionally, downtown is the primary convention, meeting, and entertainment location in southeast Michigan.

CENTRAL BUSINESS DISTRICT GOALS

The goal is to enhance the role and functions of Detroit's Central Business District in all areas so that it continues to be competitive with and closely linked to other

urban centers throughout the world. This goal will be accomplished by obtaining significant increases and improvements in administrative functions such as media, communications and corporate headquarters; the residential base; conventions and tourism; retailing; national and international business and banking; circulation within and to and from the CBD; and the environmental and esthetic appeal of the downtown area as a major urban place with a high level of excitement, interest, and vitality.

CENTRAL BUSINESS DISTRICT PLANNING ISSUES AND FUTURE POTENTIALS

Though Detroit is still the region's and the State's major center for administrative functions and services, with the increasing decentralization of many of these activities there is a need to make special efforts to insure that the downtown maintains its share of these functions and services as well as expand its supporting services.

The benefits derived from the strong convention, tourist, recreation, and cultural sectors of the CBD need to be further capitalized on and expanded upon, especially increasing the number of hotel rooms.

There needs to be a greater emphasis on the growing importance of communication, the media, and technological advancements in the CBD.

The retailing areas of the CBD which have weakened in recent years need to be revitalized to provide improved services to downtown employees, residents, nearby workers, and visitors. An increase in the number of residents in the CBD and its immediate environs is an important factor in attracting and supporting new retail establishments.

With the construction and operation of the Downtown People Mover (DPM), transportation access to and circulation within the CBD has improved. Future extensions and pedestrian linkage with the Detroit People Mover as well as provisions for adequate and appropriately priced parking facilities are still needed.

Because of downtown's role as the State, Region, and the City's major activity center and symbolic image-maker, there needs to be special attention given to environmental and urban design concerns so that the CBD will continue to be a special experience for Detroiters and visitors.

❑ **POLICY 301-1: *Central Business District - Economic Base***

- Take steps to insure that downtown Detroit will remain competitive with, and closely linked to, other major urban centers throughout the country and the world.
- Insure that development in the CBD emphasizes the kinds of activities that relate to a strong competitive position in the national and global economy such as international banking and finance, administration headquarters for major corporations, import-export trade services, and exportable business services.

❑ **POLICY 301-2: *Central Business District Culture & Tourism***

- Insure that downtown Detroit, together with the Cultural Center area, remains the focus of activity - on a regional and State-wide basis - relating to cultural and civic events, urban entertainment and recreation, and all other functions which will enhance the area as a desirable location for tourists, conventions, and urban life and activity generally.
- Intensify the existing concentration of convention/tourist/recreation/cultural facilities and activities in the downtown area, especially making the best use of the expanded Cobo Convention center, Renaissance Center, the People Mover, and the existing special areas such as Greektown and Bricktown.
- Encourage new construction of hotel space near Cobo Center, and promote an increase in restaurants, bars, night clubs and other entertainment in and near this area; continue the ethnic festivals and concerts, the Freedom Festivals and parades, the boat and auto races, and replicate these types of events at smaller scale throughout the year; expand the level of service provided by tour boats and buses, trolleys and tramways, including service to Windsor convention and foreign shopping opportunities; encourage the establishment of an auto museum in the area or adjacent to a Downtown People Mover station.
- Support the continued growth of the Theater District in the northern CBD area between Grand Circus Park and the Fisher Freeway.
- Improve landscaping in the area.

- Expand financing mechanisms to promote entertainment, concerts, theater productions.
- Encourage the bars, restaurants, and other entertainment and fitness facilities to promote the area and jointly recognize the increased access provided by the Downtown People Mover station, trolley, and mini-bus service.
- Promote downtown as a "fun" area with an increasing supply of organized and spontaneous events always occurring, including: jogging, boating, walking; displays, art exhibits; art/music schools by artists-in-residence living in lofts and storefronts; outdoor cafes near activity areas; protect from weather by covered walkways, tunnels, gallerias, tents, balloons, inflatable structures, domes, landscaping.
- Portray downtown as the location of the State and region to experience and view the most technologically advanced developments.
- Encourage international conferences and coordinate activities with Canada; promote development of a Detroit-Windsor tramway as well as a ferry connection.
- Encourage each national trade and professional conference to open their displays to a wide public. Showcase rotating industrial displays.
- Increase special cultural events such as the opera, ballet, modern dance, jazz festival, artists fairs, gospel songfests.
- Seek methods of helping hotels to attract patrons during off-peak and weekday convention periods.

□ **POLICY 301-3: *Central Business District-Urban Design Framework***

A. Pedestrian Pathways Concept

- Promote downtown Detroit as a "walking city" through the creation of a superior pedestrian environment that builds upon development already in place and takes advantage of the area's compactness. Implement the concept by promoting the strong activity anchors of the Theater District in the northern portion of the area and linking it with activity centers in the southern

portion of the CBD (Renaissance Center, Hart Plaza, Cobo Center) by strong pedestrian pathways with special street furniture and other amenities.

- In addition to promoting major activity centers and linking them by pedestrian pathways, establish a variety of downtown neighborhoods, each with its own unique character.
- In each of these downtown neighborhoods, establish a key street or other central place where local services, shops, restaurants and other commercial activities, as well as the more dense housing facilities, can cluster, providing a focal area of intense pedestrian activity and a sense of urbanity and vitality.
- Where feasible, People Mover Stations should be physically incorporated as an element of the neighborhood core facility.

B. Street Level Activity

- Provide for continuous pedestrian interest - i.e., storefronts, restaurants with windows on the street and sidewalk cafes in warm weather, art galleries, display windows, etc. - along the linkage streets, particularly the primary axes, so that there is a sense of progression along these routes through an uninterrupted sequence of varied and intense activity.
- Skywalks should not complement street-level pedestrian activity, except to improve public safety.

C. Open Space

- Provide for "people-oriented" landscaped open space in carefully planned locations. In general, provide urban open space where it will clearly be an integral part of the pedestrian experience or a significant destination, but not where it amounts to "dead space", interrupting continuity.
- Give special priority to the enhancement of Grand Circus Park in conjunction with major new entertainment development in that area.

D. Amenities

- Provide adequate street lighting at the pedestrian scale, and use lighting creatively to enhance special building facades or other interesting features.

- Provide coordinated street furniture such as benches, planters, drinking fountains, waste receptacles, etc.
- Include sculpture, fountains, statues, murals, etc., to enrich the urban environment.
- Where possible, provide adequate public restroom facilities.

E. Architecture and Historic Preservation

- Encourage architecture that represents enduring quality.
- Insure compatibility/esthetic harmony between new and existing structures.
- To the extent feasible, give high priority to the preservation of older buildings.
- Encourage restoration, rehabilitation, and reuse of older building facades to reflect the original architectural character.
- Restrict the size and placement of advertising signs along the riverfront, around People Mover Stations, and near public parks and other public open spaces.
- Utilize the existing design review process as specified in the Zoning Ordinance to achieve the highest aesthetic standards possible in the downtown area.
- Consider permitting/encouraging arcaded sidewalks on certain streets -i.e., where such treatment would not violate desirable setback lines.
- Consider developing gallerias - enclosed pedestrian streets - particularly in conjunction with People Mover stations.
- Encourage public circulation within existing and future buildings.
- Encourage canopies over public walkways where appropriate.
- Provide weather-protected transit waiting areas.

F. Views and Vistas

- Strengthen the visual access to the Detroit River from various locations in downtown.
- Establish other view corridors focusing on important buildings, statues, parks, and other esthetic features.

G. Gateways

- Provide "gateway" treatment at major entrances to the CBD, emphasizing changes in scale, land use, architectural character, and intensity of activity. Make use of pylons, landscape treatment, special lighting, paving materials, banners, etc., to provide definition and contrast.
- Consider gateway treatment at the following locations: Michigan at Lodge, Grand River at Fisher, Woodward at Fisher, Gratiot at Chrysler, East Jefferson at Chrysler, and West Fort at Lodge.

□ **POLICY 301-4:** *Central Business District Public and Private Office Development*

- Downtown Detroit should remain the focus of financial, administrative, judicial, and office center activity for Detroit, the metropolitan region, and the State.
- Conserve and protect the existing major concentration of financial establishments near: Griswold and Fort; Renaissance Center; and the government office concentrations nearby; Woodward and Jefferson (City-County node); Lafayette/Michigan and Lodge Freeway (State-Federal node); Beaubien and Gratiot (Justice Center). Encourage expansion of these activities.
- Encourage any new government offices to be located close to the Downtown People Mover stations.
- Provide supplementary transportation devices for CBD employment/service centers beyond easy reach of the Downtown People Mover extensions. The outlying centers include: IRS/State/Bell Service Center; Edison/Elton Park; Madison Center.

- Support special environmental amenities including extensive urban landscaping and modern office renovation so as to encourage the greatest possible efficiency and creativity of those who work here and their visitors. Insure other office amenities are available, such as fitness clubs, convenience shopping, and day-care centers.
- Insure that an adequate supply of parking decks and garages is available within and near the most central area so as to serve the short-term client, visitor, and constituent parking needs.
- Promote the concept that most longer term transportation needs of employees and managers will be served by mass transit and parking areas accessed from the Downtown People Mover. This will reduce the dependence upon the auto and parking demand in the most congested areas of the Central Business District.
- Those governmental and financial functions which it would be better to distribute for ease of service to their clients should not be concentrated in the most central portion of the CBD. They should be located to be more central to their clients or constituents.
- Recognize the importance of larger outdoor rally-oriented spaces for political and social purposes. Support the provision of "people watching" spaces as well for spontaneous meetings.
- Recognize and promote the international aspects of finance since this is a growth sector and downtown has international companies.
- Utilize tax incentives and other devices to encourage employment and skill training of Detroit residents and make special efforts to increase the proportion of Detroit residents in CBD jobs.

❑ **POLICY 301-5: *Central Business District Communications Technology***

- Encourage development of state-of-the-art communications systems in and for the CBD to establish Detroit as a leader in technology development and the CBD as a showcase for information and telecommunications technology. Encourage the Medical Center and institutions in the Cultural area to do likewise.
- Promote the recognition that one of the primary purposes of the Central Business District is communication, and take every step possible to support and facilitate fulfilling this role.
- Recognize that the area between West Lafayette and Michigan and Third is largely devoted to establishments and facilities specializing in various aspects of communication: telephone, television, and newspapers. Support intensification and expansion of this grouping.
- Encourage the growth of new communications and technology oriented businesses in the CBD; seek a greater variety of trade journals; try to attract industrial film makers to the CBD; and encourage the use of the new communications technology.
- Seek methods to provide incentives to promote building owners to improve communication and information capabilities.

❑ **POLICY 301-6: *Central Business District - Retail Development***

- Strengthen retailing activities of all kinds in the CBD.
- Promote the conservation and revitalization of existing major retailing nodes: Woodward (near transit stations or near employment/service centers); Greektown; Renaissance Center/Millender Center; Broadway-Randolph; Washington Boulevard.
- Promote the areas near the People Mover stations as appropriate for specialized retailing and services, each area developing its own theme and character. For each station, promote covered walkways, gallerias, pedestrian routes with retailing along each side.

- Promote the construction of major and renovated new intense mixed-use structures in the CBD, including the Hudson's block, Kern block, Crowley's block, Monroe block, and provide a large amount of new retailing space, hotel, office, housing, and parking space as well as public outdoor and indoor spaces.
- Encourage a major expansion of the parking validation program so that shoppers are assured of a convenient and adequate supply of lower-cost short-term parking spaces.
- Encourage a major expansion of the parking validation program so that shoppers are assured of a convenient and adequate supply of lower-cost short-term parking spaces.
- Support careful planning for convenience shopping for downtown residents, including shopping within residential structures.
- Plan for a removal from commercial use and conversion to other uses those areas known to have minimal market potential. Uses to which the obsolete retail space can be converted include offices, apartments, lofts, incubator space for new services.
- Give special attention to the particular shopping needs and problems of the various shopping segments, including:
 - (a) the over 400,000 Detroit residents located within a five-mile radius with incomes exceeding \$2 billion;
 - (b) the 110,700 downtown employees and 60,000 nearby area employees;
 - (c) 10 million or more annual visitors. Each group has different peak-time shopping needs and a 9-to-5 day often does not fit these needs;
 - (d) adult households and single-parent households now account for almost 80 percent of Detroit City households and have very different shopping needs;
 - (e) Windsor, with its 200,000 residents, Detroit's largest suburb and close to the CBD is a special market to be served, depending on exchange rates, duties, and goods availability.

- Encourage the 24-hour retail and service node near Griswold and Michigan to expand in scope and scale as working hours become more extended and downtown residents increase.
 - Encourage a lively street life, including more street musicians, flower, fruit, and craft peddlers, and street artists.
 - Improve all-weather environments, expanding gallerias, connected stores, covered plazas, utilizing more windbreaks and planning to make the best use of sunshine for outdoor areas.
 - Provide electronic informational directories at many locations within retailing areas to help shoppers find the type of store and merchandise desired.
 - Coordinate special shuttle and minibus service from nearby employment centers including: Wayne State, State office center/West Side industrial; medical/cultural institutions; Eastern Market; East Riverfront.
- **POLICY 301-7: *Central Business District Housing and Neighborhood Development***
- Encourage major new increases in the residential base of the CBD.
 - Recognize and promote the concept that downtown residential living is appropriate and should be encouraged almost anywhere in the CBD (with the possible exceptions of the financial institutions, governmental institutions, and within retailing areas themselves.) Recognize, also, that many of the features which are desirable to have in a CBD are not possible without residents.
 - Increase the level of CBD resident population to at least 15,000 through conversion of existing buildings and construction of new buildings, including: upper stories along Woodward and other shopping districts and near People Mover stations; along Washington Boulevard and Bagley; adaptive reuse of historic office and retail buildings; at primary "gateway" points, such as Michigan/Lodge, Grand River/Fisher, Gratiot/Chrysler, Fort Street/Lodge; along the east and west riverfront.

- Provide environmental improvements as necessary, such as landscaping, berms, careful lighting, appropriate surface treatment.
- Insure that services for downtown residents are available, including convenience type shopping, recreation, fitness, parking, security, education (especially including job skill upgrading, and adult-oriented programs).
- Promote urban design improvements which will aid in creating the most lively, enjoyable, and stimulating adult-oriented living environment.
- Be careful about relationships of residential to other uses so that each can be complementary and mutually supportive.
- Make use of rooftops, balconies, small plazas, and solariums to make use of the outdoors.
- Encourage a variety of housing types, including condominiums, cooperatives, lofts, high-rise and mid-rise, mixed use, etc., as well as a mix of residents by age, race, sex, income.
- Make special efforts to insure that parking is available near each apartment area, reserving spaces in adjacent lots and parking structures.
- Promote a strong relationship of adjacent residential areas with the downtown through special promotions, flyers, institutional offerings, and transportation connections: West Riverfront; Corktown; Focus; Cass; Brush Park/Medical Center; Eastern Market (lofts); Lafayette Park/Elmwood; Rivertown.

□ **POLICY 301-8: *Central Business District Transportation System***

- Promote efficient intra-city circulation into and out of the CBD for all travel modes.
- Continue the policy of making the CBD the focus of transit activity in Detroit and the region.
- Promote construction of a light rail mass transit system from downtown Detroit northward along Woodward and along Gratiot.

- Connect the light rail system with People Mover system in the Central Business District.
- Upgrade regional bus service and encourage its use.
- Promote efficient intra-CBD circulation for pedestrians, bicycles, automobiles, buses, and all other appropriate modes of transportation.
- Implement plans for a pedestrian/bicycle path along the riverfront.
- Promote use of People Mover and interface with parking.
- Implement plans for an improved walkway system, include elevated and below-grade walkways, where these would not detract from street-level activity.
- Make further improvements to bus stop and layover locations.
- Provide better orientation devices for motorists and provide improved traffic management.
- Provide for a comprehensive parking policy where primary emphasis will be on the elimination of surface parking facilities in core areas of the CBD and the location of new parking facilities on its periphery, while also facilitating short-term parking near shops and restaurants.
- Facilitate the efficient and swift movement of traffic between entry points and parking.

□ **POLICY 301-9: *Central Business District - Parking System***

- Provide an adequate supply of well-located parking for retailers and shoppers while also providing necessary parking for employees and residents.
- Promote use of the People Mover. Insure inexpensive parking near the People Mover stops, and continue to explore use of an assessment district to pay for short-term free parking (assessment based on benefit).
- Encourage long-term parking in areas other than intense retail areas, providing shuttle service where necessary.

- Encourage a safe and secure environment near the retail and parking areas.
- Keep the parking areas clean and remove the most insensitive intrusions, such as junk piles and building remnants.
- Standardize signs.
- Try to close the short-term parking space deficit in the CBD core area.
- Encourage short-term parking that is in very close proximity to shopping facilities and services and with rates as inexpensive as possible. On the other hand, insure that "dead spots" are not created within high intensity shopping areas.
- Encourage the use of public transit for access to and travel within the CBD. Encourage use of car pools and van pools.
- Address the parking needs for conventions and tourism.

□ **POLICY 301-10: *Central Business District - Public Protection***

- Promote a high level of control and prevention of crimes and fires.
- Expand upon the Neighborhood Watch concept with Apartment Watch, Business Watch, and Vertical Watch in high-rises.
- Insure that design of structures such as parking structures does not create blind spots or other areas of low visibility.
- Encourage builders and developers to utilize the latest techniques in security devices.
- Educate the public to be ever-vigilant at special events and other areas where large crowds are gathering.
- Enforce housing and building codes for the provision of noncombustible construction sprinkler systems and fire control systems, fire-warning systems, and adequate escape routes, and retrofit existing structures for compliance.

- Educate CBD users and residents for evacuation techniques, fire control techniques, and fire prevention techniques.
 - Insure that adequate and appropriate fire-fighting equipment is at all appropriate sites including attended parking lots and other parking facilities.
 - Provide for and enforce adequate removal of rubbish and combustibles.
 - Insure that adequate lighting is provided to help create a more secure environment.
- **POLICY 301-11: *Central Business District - Land Use and Rezoning Concepts***
- Utilize zoning as a tool to help implement policies for downtown.
 - New office and retail development, including areas near the People Mover stations, should be developed very intensely and with surface-level activity.
 - Surface parking lots should not be required as part of each new development, but provided commercially or in common structures, with non-surface parking being encouraged in new development.
 - In the most intense central core area of the CBD, parking should be encouraged to be provided in structures. The areas along the riverfront, the Civic Center, and adjacent areas should be given special attention for compatibility of design.
 - Consider rezoning the areas near the People Mover stations and Greektown which are currently B6 (General Services District) to a more appropriate zoning classification. Parking is not to be required of each developer on-site nor within 100 feet. Parking needs to be provided "in common", preferably in structures.
 - Consider rezoning the areas on the northeastern and eastern edges of the CBD which are currently B4 (General Business) to encourage ultimately increased residential construction with compatible institutional and commercial uses. Parking will continue to be permitted here. All new development will be required to provide on-site parking or within 100 feet.

- Encourage residential construction and conversion. Retain present zoning in most areas, however; expand area included in Public Center Adjacent zoning classification.
- Provide for sign review in high priority areas, especially from People Mover stations.
- Provide for plan review for all surface parking lots; require landscape or other screening.

□ **POLICY 301-12: *Central Business District Planning Area Policies***

A. Detroit Edison/Elton Park Planning Area
(Grand River, Cass, Bagley, Freeway boundary)

- East of Third, continue the corporate campus development.
- West of Third, develop a corporate campus related to new high-tech industries and new low- and medium-rise residential buildings.
- Provide transit access to the Detroit People Mover by a spur or minibus.
- Provide sound barriers or soundproofing from freeways.
- Landscape surface parking areas.
- Insure pedestrian access to areas across freeways for services.
- Retain Elton Park as a recreation area.

B. North Grand Circus Park Planning Area
(Fisher Freeway, Adams, south side Grand Circus Park, Adams, Clifford, Middle, Grand River)

- Give priority to the development of a residential community focused west of Woodward and an entertainment district focused along and near Woodward Avenue both east and west. Since there must be extensive parking in this area, give special attention to traffic circulation and attractive landscaping.

- Develop theaters, nightclubs, restaurants, and other major entertainment uses as well as various types of medium- and high-density apartments, offices, and supporting commercial services.
- Give special priority to the enhancement of Grand Circus Park.
- Provide for any future development around the Park to help complete a sense of enclosure, i.e., new buildings fronting on Park, Witherell, or Adams across from the Park should be large (8 stories or more) and should not be set back from the street.
- The People Mover station in the Whitney Building gives special focus to the southern edge of this area, which will be appropriate for mixed use development.
- In the area near Witherell, encourage retention and expansion of institutions and their services.

C. Communications/Mass Media/Convention Facilities Planning Area

(Bagley, Cass, Michigan, Washington Boulevard, Congress, Sixth, Jefferson, Eighth, Fort, Bagley, and Michigan)

- Encourage additional communications and media-oriented development as well as residential, convenience retail, and supporting commercial uses. Specifically, develop mixed-use projects related to communications technology and including apartments, offices, and service commercial at Michigan and Third, Michigan and First, and Lafayette and Third.
- Develop hotels, entertainment, restaurants, etc., related to the new expanded Cobo Hall, heavily concentrated along and/or related to Washington Boulevard.
- Procure and reserve sites as needed in this area near Cobo Hall for parking structures. Parking structures will need to be provided here and elsewhere in the area to serve the high density of uses here and nearby.
- Provide minibus service or a Detroit People Mover spur to areas more than 1,000 feet from Detroit People Mover stations.

- The People Mover stations at Fort/Cass and Michigan/Cass provide special accessibility to this area and should be capitalized upon by high intensity development including retail services.

D. Washington Boulevard/Bagley Planning Area

(Middle, Clifford, Adams, Grand Circus, Washington Boulevard, alley west of Woodward, Michigan)

- Develop primarily as a residential community having a variety of housing types and income groups; also, include mixed residential/office, retail and hotels.
- Concentrate development generating intensive street activity along Washington Boulevard.
- Establish State Street as a secondary linkage street between Woodward and Washington Boulevard, and enhance this also as a pedestrian environment.
- Enhance the Capitol Park area as a small-scale convenience retail node to service residents.
- People Mover stations are at Woodward/Grand Circus and Times Square, and Michigan and Cass, which areas are especially appropriate for high-intensity uses and retail development.

E. Major Office/Retail District Planning Area

(Grand Circus, Adams, Brush, Monroe, St. Antoine, Macomb, Chrysler, Lafayette, Randolph, Cadillac Square, alley west of Woodward)

- Re-establish Woodward Avenue as a major shopping street in the City. Develop the Kern/Crowley block as a major office site.
- Develop the Kern/Crowley block along with the Hudson and Monroe blocks as an intensely developed mixed-use project with retail, hotel, office, residential, and parking.
- Encourage new shopping, eating and drinking, entertainment and cultural facilities throughout the area.
- Give special support to Greektown, and encourage westerly expansion to eventually link up with the Campus Martius area.

- To support the office/retail developments, encourage new residential uses throughout the Necklace District (bounded by Grand Circus Park, Madison Avenue, Randolph Street, Monroe Avenue, Michigan Avenue, Cass Avenue, and Bagley Avenue), especially in rehabilitated older buildings and upper stories over retail frontages.
- Promote distinctive residential apartments and special office and commercial development in the upper stories along Woodward Avenue.
- Encourage the provision of adequate short-term parking.
- Encourage a vastly expanded parking validation program.
- Encourage entertainment uses related to the theater district in the Madison Avenue area.
- Provide for the revitalization and growth of the Harmonie Park area as an arts district, encouraging galleries, studios, art supply stores, studio loft apartments, and related development.
- Enhance Harmonie Park. Encourage development across from the Park along the east side of Randolph, and insure that it provides a sense of enclosure for the Park. Once this is developed, open the Park physically and visually to the east.
- Encourage the redevelopment of the Hudson Block (bounded by Woodward, Gratiot, East Grand River, and Farmer) for hotel, residential, office, parking, and retail, insuring that ground level pedestrian interest, especially on Woodward, is maximized.

F. Justice Center Planning Area

(Adams, Chrysler, Macomb, St. Antoine, Monroe, Brush)

- Continue and expand institutional uses.
- Improve pedestrian access between the justice buildings at Gratiot and St. Antoine to Greektown, to Madison Center, and to the Downtown People Mover stations.

- Encourage residential uses in the buildings in the Madison Center area if and when warehousing uses are no longer in demand.
- Encourage parking decks. Provide a "gateway" design treatment along Gratiot.

G. Financial/City-County Government Planning Area

(Michigan, Cadillac Square, Randolph, Jefferson, Woodward, Larned, Washington Boulevard)

- Continue to support this area as the historic financial, governmental, and legal office core of the CBD.
- Improve the street-level pedestrian environment, especially with landscaping, display windows, and other amenities.
- All parking in this area should ultimately be in structures.
- Redevelop Kennedy Square block as an office/retail site.
- Replace lost open space function by creating a public space at the historic Campus Martius site in the intersection of Woodward, Michigan, Fort, Monroe and Cadillac Square.

H. Bricktown/Millender Center Planning Area

(Lafayette, Chrysler, Jefferson, Randolph)

- Develop new institutional, office, residential, and related commercial uses. Brush, and to lesser extent Beaubien, should be reinforced as pedestrian routes between Renaissance Center and Greektown.
- Preserve existing buildings and the character of Bricktown.
- The three People Mover stations in this area should be promoted as development incentives encouraging high intensities of development.
- A hotel should be encouraged to be built at Lafayette/Beaubien.

I. West Riverfront Planning Area

(Jefferson, Sixth, Congress (extended west), Third, Detroit River)

- Support the continuation of future phases of the Riverfront Apartments West residential development.
- Encourage the development of a major hotel on the site adjacent to Joe Louis Arena.
- Continue to develop upper level skywalk connections to the Downtown People Mover station.
- Provide for the adequacy and continuity of the riverfront pedestrian/bicycle path through this area, and improve pedestrian access from West Jefferson and Sixth Street to the core of downtown.
- Support apartment development on remainder of the Free Press site.

J. Convention and Civic Center Area Planning Area

(Congress, Washington Boulevard, Larned, Woodward, Bates extended, Detroit River)

- Encourage a joint public-private effort to build the proposed Detroit/Windsor aerial tramway.
- Insure that the heliports are readily accessible to Renaissance Center and Cobo Hall.
- Provide computerized electronic directional directories at key locations.
- Strongly encourage new hotel facilities.
- Provide for the continuity of the riverfront pedestrian/bicycle path through this area.
- Improve pedestrian link across Jefferson into Hart Plaza.
- Establish a skywalk system linking Cobo Hall to the east.

- Promote development to capture advantages of the People Mover station at Larned/Griswold.

K. Renaissance Center Planning Area

(Jefferson, Orleans, Detroit River, Bates extended)

- In the area immediately east and south of Renaissance Center, encourage multi-use development such as high density residential/commercial incorporating health and recreation facilities, restaurants, and hotel, retail, and office uses.
- Provide for the continuity of the riverfront pedestrian/bicycle path on the River's edge with easy access from Jefferson.
- Encourage the use of mass transit. Encourage sufficient parking as an integral part of all new uses.
- Encourage any non-intensive reuses of industrial buildings east of Renaissance Center to be short-term in anticipation of a future market for more intensive uses.
- Study the feasibility of a marine transportation passenger dock in this area with shuttle service or provide a weather-protected walkway to the Renaissance Center and the Renaissance Center Downtown People Mover station.